IN THE CLAIMS

Please amend the claims to be in the form as follows:

Claim 1 (currently amended): A method for updating a user profile associated with a display media indicating preferences of a user, comprising the steps of:

    obtaining a third party selection history indicating items available on said display media that are selected by at least one third party;

    partitioning said third party selection history into clusters of items;

    receiving a selection from said user of at least one of said clusters; and

    updating said user profile with items from said at least one selected cluster.

Claim 2 (original): The method of Claim 1, further comprising the step of recommending items based on said user profile.

Claim 3 (original): The method of Claim 1, further comprising the step of assigning a label to each of said clusters.

Claim 4 (original): The method of Claim 3, wherein said users selects said at least one cluster based on said assigned labels.

Claim 5 (original): The method of Claim 1, wherein said partitioning step further comprises the step of employing a k-means clustering routine.

Claim 6 (original): The method of Claim 1, wherein said user profile indicates viewing preferences of said user.

Claim 7 (original): The method of Claim 1, wherein said items are programs.

Claim 8 (original): The method of Claim 1, wherein said items are content.

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Claim 9 (original): The method of Claim 1, wherein said items are products.

Claim 10 (currently amended): A method for recommending one or more available items within a display media to a user, comprising the steps of:

provideing a clustered third party selection history to a user, said selection history indicating items available on said display media that are selected by at least one third party, each of said clusters including similar items:

receiving a selection from said user of at least one of said clusters; and

recommending items based on said selected clusters.

Claim 11 (original): The method of Claim 10, wherein each of said clusters have a label describing said cluster.

Claim 12 (original): The method of Claim 10, further comprising the step of updating a user profile with items from said at least one selected cluster.

Claim 13 (original): The method of Claim 12, wherein said user profile indicates viewing preferences of said user.

Claim 14 (original): The method of Claim 10, wherein said items are programs.

Claim 15 (original): The method of Claim 10, wherein said items are content.

Claim 16 (original): The method of Claim 10, wherein said items are products.

Claim 17 (original): The method of Claim 10, wherein said providing step further comprises the steps of:

obtaining a third party selection history indicating items that are selected by at least one third party; and

partitioning said third party selection history into clusters of items.

Claim 18 (original): A system for updating a user profile indicating preferences of a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

obtain a third party selection history indicating items that are selected by at least one third party;

partition said third party selection history into clusters of items;

receive a selection from said user of at least one of said clusters; and

update said user profile with items from said at least one selected cluster.

Claim 19 (original): A system for recommending one or more available items to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

provide a clustered third party selection history to a user, said selection history indicating items that are selected by at least one third party, each of said clusters including similar items;

receive a selection from said user of at least one of said clusters; and

recommend items based on said selected clusters.

Claim 20 (original): An article of manufacture for updating a user profile indicating preferences of a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to obtain a third party selection history indicating items that are selected by at least one third party;

a step to partition said third party selection history into clusters of items;

a step to receive a selection from said user of at least one of said clusters; and

a step to update said user profile with items from said at least one selected cluster.

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Claim 21 (original): An article of manufacture recommending one or more available items to a user, comprising:

  a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

  a step to provide a clustered third party selection history to a user, said selection history indicating items that are selected by at least one third party, each of said clusters including similar items;

  a step to receive a selection from said user of at least one of said clusters; and a step to recommend items based on said selected clusters.